

ABSTRACT OF THE DISCLOSURE

An apparatus for shaping a flexible web (2) includes, between an entry roller (5) and a forming roller (3), a regulating module (7) provided with a starting roller (13) designed to control the movement and the speed of the web upstream of the shaping roller (3) and at least one mobile guide element (9) designed to exert, at least on one buffer loop (8) of the web (2) formed between the rollers (5, 3), a positive guiding thereof, in accordance with a law of displacement which is a function of the length of the buffer loop (8) in operation.